REMARKS/ARGUMENTS

1.) Claim Amendments

The Applicant has amended claims 25, 33, 37, and 44. Applicant respectfully submits no new matter has been added. Accordingly, claims 25-47 are pending in the application. Favorable reconsideration of the application is respectfully requested in view of the foregoing amendments and the following remarks.

2.) Claim Rejections – 35 U.S.C. § 102(b)

Claims 25-29, 33-36; 37-43 44-46; 47 stand rejected under 35 U.S.C. 102(b) as being anticipated by Cranor, *et al.* (Platform for Privacy Preferences Syntax Specification). Applicant respectfully disagrees.

The rejection set forth in the Office Action dated June 14, 2007, hinges directly on the Examiner's reading of Cranor's "agreement ID" on the "cookie policy receipt" of the present invention. The Examiner relies on this characterization by arguing that "cookie policy receipt" is being given its broadest possible interpretation. Independent claims 25, 33, 37, and 44 have been amended to recite a "cookie policy receipt based only on a user decision". Support for this amendment may be found at least at Applicant's Specification, page 16, lines 2-5.

In contrast, Cranor's "agreement ID" is not based only on a user decision. The "agreement ID" of Cranor is a fingerprint of an agreement, which is a proposal agreed to by both the service and the user agent. Clearly, Cranor requires input from the service and the user agent in order to create its "agreement ID". (See Cranor, page 5, paragraphs 1 and 3)

In view of the above, it is quite clear that Cranor fails to teach a "cookie policy receipt" as recited by independent claims 25, 33, 37, and 44. Applicant respectfully submits that independent claims 25, 33, 37, and 44 are patentable over Cranor. As such, claims 26-29, 34-36, 38-43, and 45-47 are patentable at least by virtue of depending from their respective base claims.

3.) Claim Rejections – 35 U.S.C. § 103 (a)

The Examiner rejected claims 31-32 and 43 as being unpatentable over Cranor in view of Mitchell, *et al.* (U.S. Patent No. 6,959,420). The Applicant traverses the rejections.

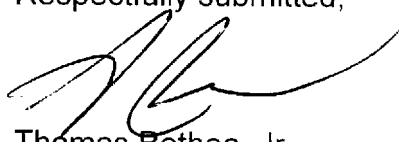
As noted *supra*, Cranor fails to anticipate claims 25 and 37 because it does not teach a "cookie policy receipt based only on a user decision". Mitchell likewise fails to teach that aspect of Applicant's claimed invention. Therefore, whereas claims 31-32 and 43 are dependent from claims 25 and 37, respectively, and include the limitations of their respective base claims, those claims are not obvious over Cranor in view of Mitchell.

CONCLUSION

In view of the foregoing remarks, the Applicant believes all of the claims currently pending in the Application to be in a condition for allowance. The Applicant, therefore, respectfully requests that the Examiner withdraw all rejections and issue a Notice of Allowance for all pending claims.

The Applicant requests a telephonic interview if the Examiner has any questions or requires any additional information that would further or expedite the prosecution of the Application.

Respectfully submitted,



Thomas Bethea, Jr.
Registration No. 53,987

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Ericsson Inc.
6300 Legacy Drive, M/S EVR 1-C-11
Plano, Texas 75024

(972) 583-4859
thomas.bethea.jr@ericsson.com